



Center for Tobacco Products
Stakeholder Discussion Series:

*Minority Communities and Groups
Affected by Tobacco-Related
Health Disparities*

*The National Network for
LGBT Health Equity*

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Oakland, CA

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The Network for LGBT Health Equity

- Formerly the Network for LGBT Tobacco Control
- Funded by the Center for Disease Control
- A Project of the Fenway Institute at Fenway Health, one of the largest LGBT healthcare organizations in the country.
- Building Capacity by linking people and information to advance LGBT health, particularly tobacco control.
- Specialty in working with state departments of health and other health policymakers.
- Conduct LGBT health advocacy efforts federally, striving for Data Collection and inclusion of LGBT's in Disparity Plans throughout all health funding streams.

The Network for LGBT Tobacco Control

Because...

- Studies consistently show LGBT communities to experience tobacco related disparities
- Lesbians, gays, bisexuals, and transgender individuals have been targeted by the tobacco industry.
- Interventions to counter tobacco use are rarely culturally tailored for LGBTs



What is LGBT?

LGBT is shorthand for the lesbian, gay, bisexual and transgender population. This population includes a diverse spectrum of people grouped together because they either choose to partner with same-gender people (LGBs) or they do not identify as the gender they were assigned at birth (Ts).



What we know

LGBT tobacco disparities have been established by a series of studies over the last decade.

The studies consistently show LGBT smoking prevalence is 35% to almost 200% higher than the general population.

This prevalence disparity is among the largest among different population subgroups.



Why LGBTQs smoke more



#1: Homophobia, racism, and sexism

- LGBT people live in a world where most are routinely discriminated against, denied civil rights, and harassed on the streets and workplaces
- Such homophobia, along with racism and sexism, likely contributes to higher levels of substance abuse as a coping strategy, especially in LGBT communities of color.



#2: Youth coming out

LGBT youth most often come out in their late childhood through teen years. The stressors of coming out occur just when the youth is at greatest risk for smoking uptake.



#3: Social Circles

Often, a primary social outlet for GLBT individuals are bars and clubs, where drinking and smoking are prevalent and used as tools for socializing and meeting people.



#4: Tobacco Companies love to target LGBT communities

- Big Tobacco has successfully targeted our communities
- They have and continue to invest marketing dollars geared towards LGBT communities
- They are good at twisting our civil rights messages to look like pro-tobacco messages
- The industry is undermining our cessation efforts in promoting their new tobacco products



SEASON'S SNUS'N

'TIS THE DRAMA-FREE SWITCHIN' SEASON

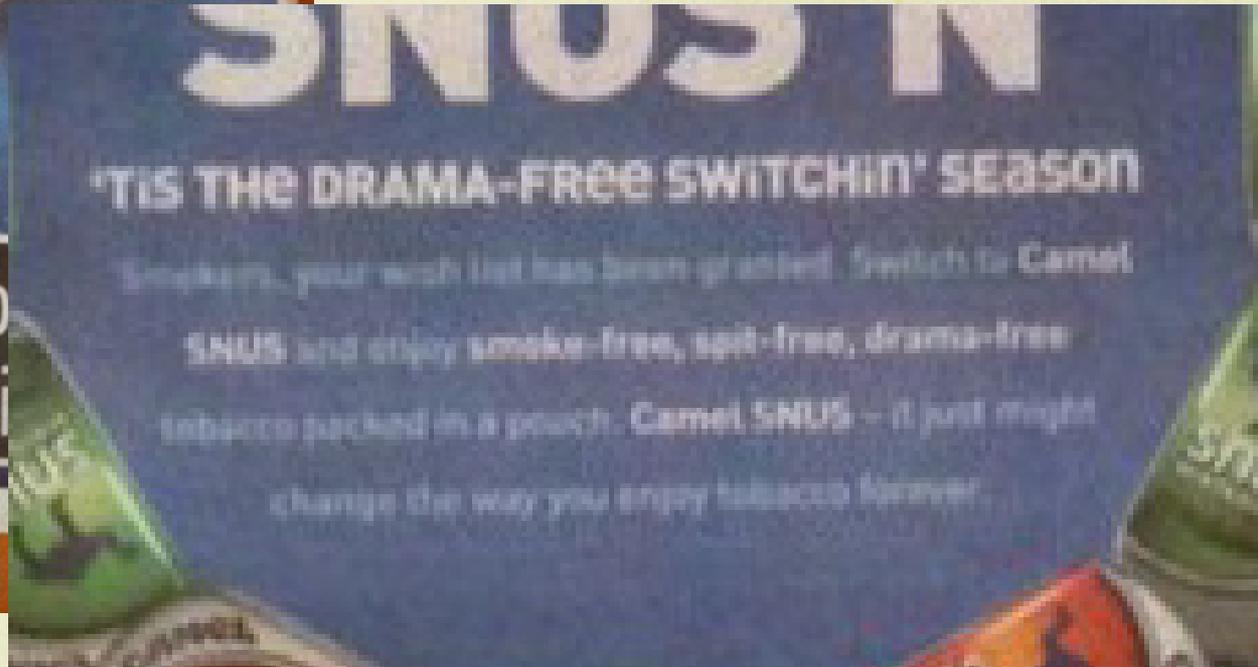
Smokers, your wish list has been granted. Switch to Camel SNUS and enjoy smoke-free, spit-free, drama-free tobacco packed in a pouch. Camel SNUS - it just might change the way you enjoy tobacco forever.

camelsnus.com*

*SMOKING RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS.

WARNING: Smoking tobacco is addictive.

- Ads such as this have been running in all of the major LGBT publications across the country
- **LGBT Media Tobacco ads**
In 2008 avg/month: .083
In 2009 avg/month: 1.16
In Dec 2010 alone: 10+



freedom.to speak.
to choose. to marry.
to participate. to be.
to disagree. to inhale.
to believe. to love.
to live. it's all good.

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*the people of santa fe natural
tobacco company*

No additives in our tobacco
does **NOT** mean a safer cigarette.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

www.nascigs.com

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Recommendations

- Establish Disparity Collective from members of all the disparity groups, including LGBT and low SES populations to serve as an initial advisory body on materials and resources distributed to the field (Proactive vs. Reactive)
- Ensure materials and resources are culturally tailored, and represent all of our communities
- Address the lack of Data - If gender identity and sexual orientation is not asked there is no way for the FDA to “use the best available scientific evidence to develop proposed regulations” to ensure all communities are included/represented
- Include Data on LGBT of Color

Recommendations

- We need a BAN ON MENTHOL
- Warning Labels need to represent all communities, additionally they need to include 1-800-QUITNOW number.
- Cessation Efforts need to be inclusive of LGBT communities
- Provide funding for communities to assist in enforcement
- Ensure data collected by the Tobacco Industry is open to the public, specifically tobacco control groups



Contact information

The Network for LGBT Tobacco Control looks forward to working with you to collaboratively address LGBT tobacco health disparities.

National Network for LGBT Health Equity

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